

Technical Instructions to Offerors

Organization of the Proposal

The offeror is expected to show a thorough understanding of scientifically-based reading research, how it is applied in instruction, and the Reading First portion of the No Child Left Behind legislation. The offeror is expected to address all the tasks specified in the statement of work. The proposal shall address all specification requirements as stated in the RFP, and not simply repeat language from the RFP. Any variations on the specifications for deliverables defined in the RFP must be accompanied by a technical and/or management rationale and a separate budget itemization if the variation affects the cost of implementing the review.

The technical proposal must be written in sufficient detail that a review panel can adequately judge its full merits. The panel will not make any assumptions regarding the offeror's technical expertise.

Technical proposals must be limited to maximum of 60 double-spaced pages of narrative and 120 pages overall, including resumes, tables, and appendices. Offerors are requested to follow the proposal format detailed below.

1. Abstract--One page summary of proposal's contents, including a brief description of the offeror's approach to the work. The abstract should be suitable for dissemination.
2. Table of Contents
3. Introduction--The Introduction should briefly describe the offeror's overall plan to achieve the goals and objectives of the Partnership for Reading effort, scope of work, and intended products.
4. General Approach--This section should include a description of the overall approach the offeror will take toward producing this publication for the Partnership for Reading/NIFL so as to assure the product meets the Partnership's/NIFL's goals. Include in your discussion of the overall approach potential and/or anticipated problems and suggest alternatives that may facilitate achievement of the Partnership's/NIFL's objectives. This section should also include a detailed description of the approach to each task in the SOW. The description of each task should include: the approach to each task, and how it will be integrated with the other tasks.
5. Management and Evaluation Plan--This section shall include an overall project management plan that makes clear how the Project Director will coordinate progress on each task, including working closely with subcontractors and other Partnership For Reading contractors and grantees, in order to assure: (a) appropriate interrelationships among tasks and b) the quality and timeliness of all products. This section should include a timeline that:

- Lists tasks in order of substantive relationship or serially in order of chronological completion dates.
- Provides the expected end date for each task, preferably in calendar months from the effective date of the contract.
- Provides milestones in calendar months from the effective date of the contract for such items as key events, deliverables, and for NIFL approval of performed work.
- Allows time for any contractor internal review process and clearances and any NIFL review and clearance, before initiating work on key events or tasks (e.g., OMB forms clearance, draft reports, etc.).

This section should also indicate the names of key personnel for each task as well as hours to be allocated for each person for each task. As appropriate, indicate significant non-personnel kinds of resources to be applied to each task and provide a listing of materials or services the offeror expects NIFL to provide (e.g., data, applications, reports, etc.).

6. Related Experience of Proposed Staff--This section should indicate clearly the relationship between past staff experience and proposed task assignments for this review. Each senior staff person should be clearly identified and his/her qualifications should be fully described. To conduct and complete this contract successfully, the offeror must propose staff who, together, have recognized expertise in the following areas: scientifically-based reading research, including theory of reading development; distance learning theory and applications, including experience in developing, managing and/or evaluating distance learning programs for educators and other adult professionals; and software development and web page design.
7. List of proposed members of the review panel, institutional affiliations, and area(s) of expertise -- A statement that addresses how the contractor will address organizational and other conflicts of interest, should they arise, for persons who are consultants or work for organizations connected to the publication of like or similar materials. These individuals shall submit information to NIFL regarding the capacity they hold and disclose their financial interests upon award of contract.
8. Related Corporate Experience--A statement of the qualifications of the lead organization and any already identified subcontractor organizations to perform this work, with particular reference to the skills and areas of expertise identified in the statement of work and experience managing a project of this size. Provide short abstracts of related work that include the name, current affiliation, and current telephone number of the project officer.
9. Resources/Facilities/Equipment--This section should briefly identify those resources (other than personnel), facilities, and equipment available for use in carrying out the activities of this project.
10. Current Contractual Obligations--The proposal should indicate the time commitments to this requirement for all personnel who will be assigned to this project. Assigned

personnel must be identified by name and the percentage of their time allocated to those contractual obligations.

Authors of the Proposal

The senior author and co-authors of each section of the technical proposal must be identified by name.

Additional Instructions for the Business Proposal

In the cost proposal, offerors should repeat the staffing plan from the technical proposal, in comparable format, and show the dollar cost, by task and subtask, for each person for each assignment. Cost estimates shall be provided for individual tasks and subtasks as well as for the full review, and each shall contain breakdowns of the direct charges for personnel, materials, supplies, panelists, equipment, telephone, printing, and all other major budget items. The Contractor should submit a separate cost proposal for each Optional Task.

The Government anticipates awarding a cost-plus award fee contract for the performance of this work. The Government anticipates that the award fee will not exceed five percent, but not less than 3%. The Contractor should include the award fee in the submitted business proposal.